

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Schedule Dates Advertiser Agency **Product**

Brand

Salesperson

Contract #

Sales Office **Buyer Name** Phone/Fax

CPE Account Types

Billing Type Comments

Date:

101748 08/04/12-08/10/12

Obama for America (6765)

GMMB (4408)

Political/Candidate (1161)

political candidate (1775)

Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

KAUFMA, MEREDITH

95/101/1549/SKED C

National/Political

Standard

OBAMA:30 SKED C OBAMA FOR AMERICA SKED C **Date Entered** 08/03/12 **Last Modified**

08/03/12 Kathy Sparks **Entered By**

No CO-OP

ECR07894543 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Date:

Comments:

Commission \$6,127.50 Net Total \$34,722.50

Sales Tax

| WBNS-TV (WBNS) By Broadcast Month | Spots | <u>Rate</u> |
|-----------------------------------|-------|-------------|
| Aug. 2012 | 59 | \$40,850.00 |
| Grand Total: | 59 | \$40,850.00 |
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| Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Мо | Tu | We | Th | Fr S | a Su | Spots | Rate | Total | Station | Comments | Entered |
|--------------------------------|-------------------|-----|--------|---------------------|------|----|----|-----|-----|------|------|-------|------------|------------|----------------|------------------------------|---------|
| 1.0 Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 5A- 5:55A (EST) | 2 | Х | Х | X | Χ¦ | X | : | 2 | \$600.00 | \$1,200.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| 2.0 Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 5:57A- 7A (EST) | 2 | Х | × | X | x | Х | | 2 | \$800.00 | \$1,600.00 | WBNS-TV (WBNS) | 6AM NEWS | 8/3/12 |
| 3.0 Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 7A- 8A (EST) | 2 | Х | х | X : | X : | Х | : | 2 | \$800.00 | \$1,600.00 | WBNS-TV (WBNS) | CBS THIS MORNING AT 7AM | 8/3/12 |
| 4.0 Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 8A- 8:55A (EST) | 3 | х | х | X | х | X . | : | 3 | \$400.00 | \$1,200.00 | WBNS-TV (WBNS) | CBS THIS MORNING AT 8AM | 8/3/12 |
| 5.0 Normal Line / SPOT | 08/06/12-08/10/12 | 4 | :30 | 4:25A- 4:58A (EST) | 3 | Х | Х | Χ¦ | Х | X , | : | 3 | \$50.00 | \$150.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| 6.0 Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 8:58A- 9:55A (EST) | 4 | Х | Х | X | X , | X | | 4 | \$400.00 | \$1,600.00 | WBNS-TV (WBNS) | KELLY | 8/3/12 |
| 7.0 Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 9:58A- 10:55A (EST) | 1 | Х | Х | X | | | | 1 | \$800.00 | \$800.00 | WBNS-TV (WBNS) | DEAL | 8/3/12 |
| 8.0 Normal Line / SPOT | 08/04/12-08/04/12 | 3 | :30 | 4:58A- 6:56A (EST) | 1 | | | | - 1 | | x ¦ | 1 | \$300.00 | \$300.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| 9.0 Normal Line / SPOT | 08/04/12-08/04/12 | 4 | :30 | 6:57A- 9A (EST) | 1 | | | ! | : | : | Χ. | 1 | \$500.00 | \$500.00 | WBNS-TV (WBNS) | CBS THIS MORNING SATURDAY | 8/3/12 |
| 10.0 Normal Line / SPOT | 08/05/12-08/05/12 | 3 | :30 | 6:28A- 8:30A (EST) | 1 | | | 1 | 1 | 1 | , X | 1 | \$350.00 | \$350.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| 11.0 Normal Line / SPOT | 08/05/12-08/05/12 | 2 | :30 | 8:58A- 10:30A (EST) | 1 | | | | 1 | | X | 1 | \$1,000.00 | \$1,000.00 | WBNS-TV (WBNS) | SUN MORNING | 8/3/12 |
| 12.0 Normal Line / SPOT | 08/04/12-08/04/12 | 3 | :30 | 5:58P- 6:30P (EST) | 1 | | | | | | X | 1 | \$450.00 | \$450.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| | 1 | | | COI | VEIF | SM | ΑT | 10 | N | CO | NT | RAC | angra . | | | | |

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is herby rejected."

Accepted-Station:

Accepted-Agency/Advertiser:



WBNS-TV, Inc. DEPT L-1133 COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007 Contract # 101748
Schedule Dates 08/04/12-08/1
Advertiser Ohama for Am

08/04/12-08/10/12
Obama for America (6765)

Agency GMMB (4408)
Product Political/Candid

Product Political/Candidate (1161)
Brand political candidate (1775)

Salesperson Philadelphia Office, Philly (1680)

Eagle Television/Philadelphia Office

Buyer Name KAUFMA, MEREDITH

Phone/Fax

Sales Office

Comments

CPE

95/101/1549/SKED C

Account Types National/Political
Billing Type Standard

OBAMA :30 SKED C OBAMA FOR AMERICA SKED C
 Date Entered
 08/03/12

 Last Modified
 08/03/12

d 08/03/12 Kathy Sparks

CO-OP NO
Headline # ECR07894543

Demo

Entered By

Order Type Normal

Package Deal.

Commission % 15.00

Commission \$6,127.50 Net Total \$34,722.50

Sales Tax

 WBNS-TV (WBNS)

 By Broadcast Month
 Spots
 Rate

 Aug. 2012
 59 \$40,850.00

 Grand Total:
 59 \$40,850.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Мо | Tu | We | : Th | Fr | Sa S | iu | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|-----|----|------|----|-------|----|-------|------------|------------|----------------|------------|---------|
| 13.0 | Normal Line / SPOT | 08/05/12-08/05/12 | 3 | :30 | 6:28P- 6:57P (EST) | 1 | | : | | | | , | х | 1 | \$800.00 | \$800.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| 14.0 | Normal Line / SPOT | 08/04/12-08/04/12 | 3 | :30 | 6:58P- 7:30P (EST) | 1 | | | | : . | | Х | | 1 | \$350.00 | \$350.00 | WBNS-TV (WBNS) | JEOP | 8/3/12 |
| 15.0 | Normal Line / SPOT | 08/04/12-08/04/12 | 2 | :30 | 7:30P- 7:57P (EST) | 1 | | | | : | | X | | 1 | \$350.00 | \$350.00 | WBNS-TV (WBNS) | WHEEL | 8/3/12 |
| 16.0 | Normal Line / SPOT | 08/05/12-08/05/12 | 5 | :30 | 6:57P- 8P (EST) | 1 | | | | | | ; ; | x | 1 | \$2,000.00 | \$2,000.00 | WBNS-TV (WBNS) | 60 MINUTES | 8/3/12 |
| 17.0 | Normal Line / SPOT | 08/04/12-08/05/12 | 4 | :30 | 11P- 11:35P (EST) | 1 | | | | | | x ; > | х | 1 | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | LATE NEWS | 8/3/12 |
| 18.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 2 | :30 | 10:58A- 11:57A (EST) | 1 | х | Х | Х | X | Χ | | T | 1 | \$1,000.00 | \$1,000.00 | WBNS-TV (WBNS) | TPIR | 8/3/12 |
| 19.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 11:58A- 12:30P (EST) | 4 | х | Х | Х | ¦ x | Х | - 1 | | 4 | \$700.00 | \$2,800.00 | WBNS-TV (WBNS) | NOON NEWS | 8/3/12 |
| 20.0 | Normal Line / SPOT | 08/06/12-08/10/12 | - 3 | :30 | 12:30P- 2P (EST) | 4 | Х | Х | Х | ¦ x | Х | - | | 4 | \$700.00 | \$2,800.00 | WBNS-TV (WBNS) | SOAPS | 8/3/12 |
| 21.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 2P- 3P (EST) | 4 | Х | : X | Х | X | X | | | 4 | \$600.00 | \$2,400.00 | WBNS-TV (WBNS) | TALK | 8/3/12 |
| 22.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 4 | :30 | 3P- 3:55P (EST) | 4 | Х | х | х | X | Х | : | | 4 | \$400.00 | \$1,600.00 | WBNS-TV (WBNS) | DR PHIL | 8/3/12 |
| 23.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 4 | :30 | 3:58P- 5P (EST) | 4 | Х | X | Х | 1 X | Х | : | | 4 | \$450.00 | \$1,800.00 | WBNS-TV (WBNS) | DR OZ | 8/3/12 |
| 24.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 5P- 6P (EST) | 4 | Х | Х | Х | X | X | | | 4 | \$1,200.00 | \$4,800.00 | WBNS-TV (WBNS) | NEWS | 8/3/12 |
| 25.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 4 | :30 | 6P- 6:30P (EST) | 3 | х | X | Х | Х | X | | 1 | 3 | \$1,200.00 | \$3,600.00 | WBNS-TV (WBNS) | 6PM NEWS | 8/3/12 |
| 26.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 3 | :30 | 6:58P- 7:30P (EST) | | | | | : x | | | T | 1 | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | JEOP | 8/3/12 |

| | | - A A A A | 71,200.00 | \$1,200.00 NDNS TV (VERS) | JEOF . | 0/3/12 |
|-----------------------------|-------|-------------------|-----------|---------------------------|--------|-----------------------------------------------|
| | | CONFIRMATION | | | | <u>, , , , , , , , , , , , , , , , , , , </u> |
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: | | |
| | | | | | | |

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WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

101748 Contract # Schedule Dates

08/04/12-08/10/12 Advertiser Obama for America (6765)

Agency GMMB (4408) Product Political/Candidate (1161)

political candidate (1775) Salesperson Philadelphia Office, Philly (1680)

Sales Office Eagle Television/Philadelphia Office **Buyer Name** KAUFMA, MEREDITH

Phone/Fax

Brand

CPE

Comments

95/101/1549/SKED C

Account Types National/Political Billing Type Standard

> OBAMA:30 SKED C OBAMA FOR AMERICA SKED C

Date Entered 08/03/12 Last Modified 08/03/12 **Entered By** Kathy Sparks

CO-OP No

ECR07894543 Headline #

Demo

Order Type Normal Package Deal

Commission % 15.00

Commission \$6,127.50 Net Total \$34,722.50

Sales Tax

WBNS-TV (WBNS) By Broadcast Month **Spots** <u>Rate</u> Aug. 2012 59 \$40,850.00 Grand Total: 59 \$40,850.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Мо | Tu | We | Th | Fr S | a Su | Spots | Rate | Total | Station | Comments | Entered |
|----------|--------------------------------|-------------------|-----|--------|--------------------|-----|-----|----|----|-----|------|------|-------|------------|-----------|----------------|-----------|---------|
| 27.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 4 | :30 | 7:30P- 7:57P (EST) | 1 | | | | X | | 1 | 1 | \$1,000.00 | | WBNS-TV (WBNS) | WHEEL | 8/3/12 |
| 28.0 | Normal Line / SPOT | 08/06/12-08/10/12 | 4 | :30 | 11P- 11:35P (EST) | 2 | | | | Χ. | | | 2 | \$1,200.00 | | WBNS-TV (WBNS) | LATE NEWS | 8/3/12 |
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| Accepted | -Agency/Advertiser: | | | Date: | Accepted-Sta | | • | | | | | | | Date: | Comments: | | | |

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